



MINUTES

FLAGSTAFF CONVENTION AND VISITORS BUREAU TOURISM COMMISSION

November 26, 2019 – 1:30 p.m.

City of Flagstaff – Council Chambers, 211 W Aspen Avenue



In compliance with the Americans with Disabilities Act, if you need assistance to participate in this meeting, please contact Carrie Nelson at 928-213-2919 (or 774-5281 TDD). Notification at least 48 hours in advance will enable the City to make reasonable arrangements.

1. CALL TO ORDER

Chair Fleischer called the meeting to order at 1:30 p.m. Welcomed new commissioner Mr. Chris Verrill.

2. ROLL CALL:

Lynda Fleischer, Chair, **present**
Terry Madeksza, Vice-Chair, **present**
Steve Finch, **present**
Joe O'Donnell, **absent excused**

Jennifer Rolley, **present**
Caleb Schiff, **absent excused**
Chris Verrill, **present**

As a reminder, if you are carrying a cell phone, computer, two-way radio, or other sound device, we ask that you turn it off at this time to minimize disruption to today's meeting.

3. LOCAL CHECK-IN

- Commissioner Verrill – lots of good shows. Looking to launch a new arts festival soon.
- Commissioner Rolley – Seeing lots of tourism downtown, seeing increased holiday gifting
- Vice-Chair Madeksza – lots of information and activities downtowns. Kick off Saturday, encouraging everyone to shop local and support local businesses. Movies at The Orpheum. Winter Wonderland tree lighting event (ad on Facebook has 500,000 interests). Seeing more than 35% response outside Flagstaff. Creating Arizona's winter wonderland, lighting 80+ street trees (7 miles of lights being hung).
- Commissioner Finch – no information at this time.
- Chair Fleisher – Gearing up for Ski season.

4. INFORMATIONAL ITEMS TO AND FROM COMMISSIONERS

None

5. PUBLIC PARTICIPATION

*The Arizona Open Meeting Law prohibits the Commission from discussing or taking action on an item which is not listed on the prepared agenda. Commissioners may, however, respond to criticism made by those addressing the Commission, ask staff to review a matter, or ask that a matter be placed on a future agenda. Each public comment is limited to **three** minutes.*

None

6. APPROVAL OF MINUTES

A. October 22, 2019 Minutes

MOTION:

Commissioner Finch made a motion to approve the minutes from the October 22, 2019 meeting. Commissioner Rolley seconded the motion; the motion was approved unanimously.

7. REPORTS

A. Director Ward & Staff

Staff gave monthly reports for October 2019 for Administration, Marketing & Creative, Public Relations, Tour & Travel, Meeting Sales, and the Visitor Center.

Questions on Staff Reports:

- Chair Fleischer asked why do not all hotels report? They do or they don't but it helps their business. It is a paid report.
- Verrill – where in Beijing will you be? At the Ritz Carlton Hotel where the meetings will be to introduce them to Arizona and Flagstaff.
- Fleischer suggested a brewery to have a drink named “Pluto Porter”. Meg mentioned that Lowell will be working with local breweries for a Lowell event soon,
- Fleisher – when is the ice-skating rink open, Will open Dec, 14th to January 2nd

Director Ward presented the “Flagstaff Local” program. Encouraging everyone to sign up. Vice-Chair Madeksza will hold a meeting with the Flagstaff community to give more information on this program.

What happens when www.flagstaff365.com is down, does it affect visitation? Flagstaff365 is a collaborative effort with the Flagstaff Arts Council. They have had staff changes recently and Ms. Pappas will schedule a meeting to see where the issues are.

B. Chair Fleischer

None

C. Attractions Report – Heather Craig, Lowell Observatory

D. Heather Craig, Attractions Report

Ms. Craig gave her monthly report and events for area Attractions. Chair Fleischer requested the Attractions report to be put on a USB drive and presented via a PowerPoint presentation to save paper

Councilmember Regina Salas introduced herself as the liaison to the Tourism Commission, Airport Commission, and the Parks & Recreation Commission. She is happy to be here at the meetings.

8. AGENDA ITEMS AND TIME/DATE FOR UPCOMING MEETINGS

Next meeting date:

- December 18, 2019 Tourism Commission Retreat

9. ADJOURNMENT

The meeting adjourned at 2:35 p.m.